



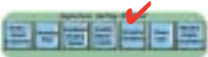




## Signature Selling Method Steps

	Sales Aids	Buying Steps	Sell Cycles	Verifiable Outcomes
 <p><b>1 Understand Customer Business and IT Environment</b></p>	<ul style="list-style-type: none"> <li>• Business Initiatives</li> <li>• Strategic Alignment Model (SAM)</li> <li>• Tactical Impact Model (TIM)</li> <li>• Technology Preferences</li> </ul>	Evaluating the Business Environment		<p><b>Customer and Team IBM agreement to value of relationship. <i>which can be verified by:</i></b></p> <ul style="list-style-type: none"> <li>• Customer review of account plan</li> <li>• Set/Met discussion with customer</li> <li>• Customer initiatives mapped to IBM priorities</li> <li>• Key customer and IBM players engaged in communications</li> <li>• Thought-leadership focus areas mutually identified</li> </ul>
 <p><b>2 Develop Plans Linked to Customer Business Initiatives</b></p>	<ul style="list-style-type: none"> <li>• Business Development Prompter</li> <li>• Competitive Strategies</li> <li>• Key Players List</li> <li>• Opportunity Assessment</li> <li>• Opportunity Plan</li> <li>• Pain Chain</li> <li>• Reference Story</li> <li>• Value Statement</li> </ul>	Developing Business Strategy and Initiatives	<i>Identified</i>	<p><b>Customer-demonstrated interest in working with Team IBM. <i>which can be verified by:</i></b></p> <ul style="list-style-type: none"> <li>• Customer-validated account/opportunity plan</li> <li>• Successful thought-leadership dialogue</li> <li>• Customer-acknowledged compelling reason to act</li> <li>• Potential customer sponsor identified and engaged</li> </ul>
 <p><b>3 Establish Buying Vision with the Customer</b></p>	<ul style="list-style-type: none"> <li>• 9-Block Model</li> <li>• Conditions of Satisfaction Guide</li> <li>• Dialogue Prompter</li> <li>• Organization Map</li> <li>• Pain Sheet</li> <li>• Sponsor Communication</li> </ul>	Recognizing Needs	<i>Validated</i>	<p><b>Customer-stated business need, buying vision and agreement to support IBM access to Power Sponsor. <i>which can be verified by:</i></b></p> <ul style="list-style-type: none"> <li>• Business initiatives and requirements confirmed</li> <li>• Customer buying vision developed and/or influenced</li> <li>• Initial Conditions of Satisfaction agreed with customer</li> <li>• Sponsor Communication to customer acknowledged and agreed</li> </ul>

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 <p><b>4 Articulate IBM Capabilities and Qualify the Opportunity</b></p>	<ul style="list-style-type: none"> <li>• Bridging</li> <li>• Evaluation Plan</li> <li>• Integrated Solution Concept</li> <li>• Power Sponsor Communication</li> <li>• Preliminary Solution</li> <li>• Refined Value Statement</li> </ul>	Evaluating Options	<b>Qualified</b>	<p>Customer Power Sponsor and IBM agreement to go forward with preliminary solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> <li>• Documented preliminary solution and value statement</li> <li>• Agreed-to evaluation plan (next steps) or IBM decision to disengage</li> </ul>
 <p><b>5 Develop Solution with the Customer</b></p>	<ul style="list-style-type: none"> <li>• Value Proposition</li> <li>• Pre-proposal Review</li> <li>• Solution Blueprint</li> </ul>	Selecting the Solution Option	<b>Verbal Agreement</b>	<p>Customer Power Sponsor's conditional approval of proposed solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> <li>• Mutually agreed-to proposal and price</li> <li>• Agreement to IBM solution, value proposition and time frame</li> <li>• Identified criteria for contract signing</li> <li>• Customer's agreement to track benefits and disclose results to IBM</li> </ul>
 <p><b>6 Close the Sale</b></p>	<ul style="list-style-type: none"> <li>• Positions versus Interests</li> <li>• Negotiation Template</li> </ul>	Resolving Concerns and Decide	<b>Won</b>	<p>Customer and IBM sign a win/win contract.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> <li>• Signed contract, statement of work</li> <li>• Implementation team and dates established</li> </ul>
 <p><b>7 Monitor Implementation and Ensure Expectations Are Met</b></p>	<ul style="list-style-type: none"> <li>• Measure Benefits</li> </ul>	Implementing the Solution and Evaluating Success		<p>Customer acknowledges the value of the Team IBM solution.</p> <p><i>which can be verified by:</i></p> <ul style="list-style-type: none"> <li>• Customer benefit metrics implemented and results confirmed</li> <li>• Transaction Survey Results (Goal = Very Sat)</li> <li>• Customer-approved reference story</li> <li>• New opportunity created or identified</li> </ul>